



LET'S GO PLACES



EUROPEANS marvel at the energy of Americans! To them, we seem to be "always on the go." And they're pretty nearly right. "Let's go places!" is as popular as any American phrase.

Why do we say it . . . why do we do it? Because we get a *kick* out of it. Evenings, week-ends, holidays . . . we dump our cares and go out looking for fun. We can't help it . . . we're naturally restless . . . it's in our blood.

But when we want to go . . . how will we get there? That's the question. There are different ways of going but not all of them will do. Safety is a factor. So is comfort. But there's still another thing . . . *we like to go in style!*

Let's go places. Leaf through these pages . . . let's find out what this great American pastime is all about.

LET'S GO PLACES—*But How?*



... You can go in a Street Car ...

... *A Taxi Cab Will get you There*





...Or the old family Bus will provide "Transportation"

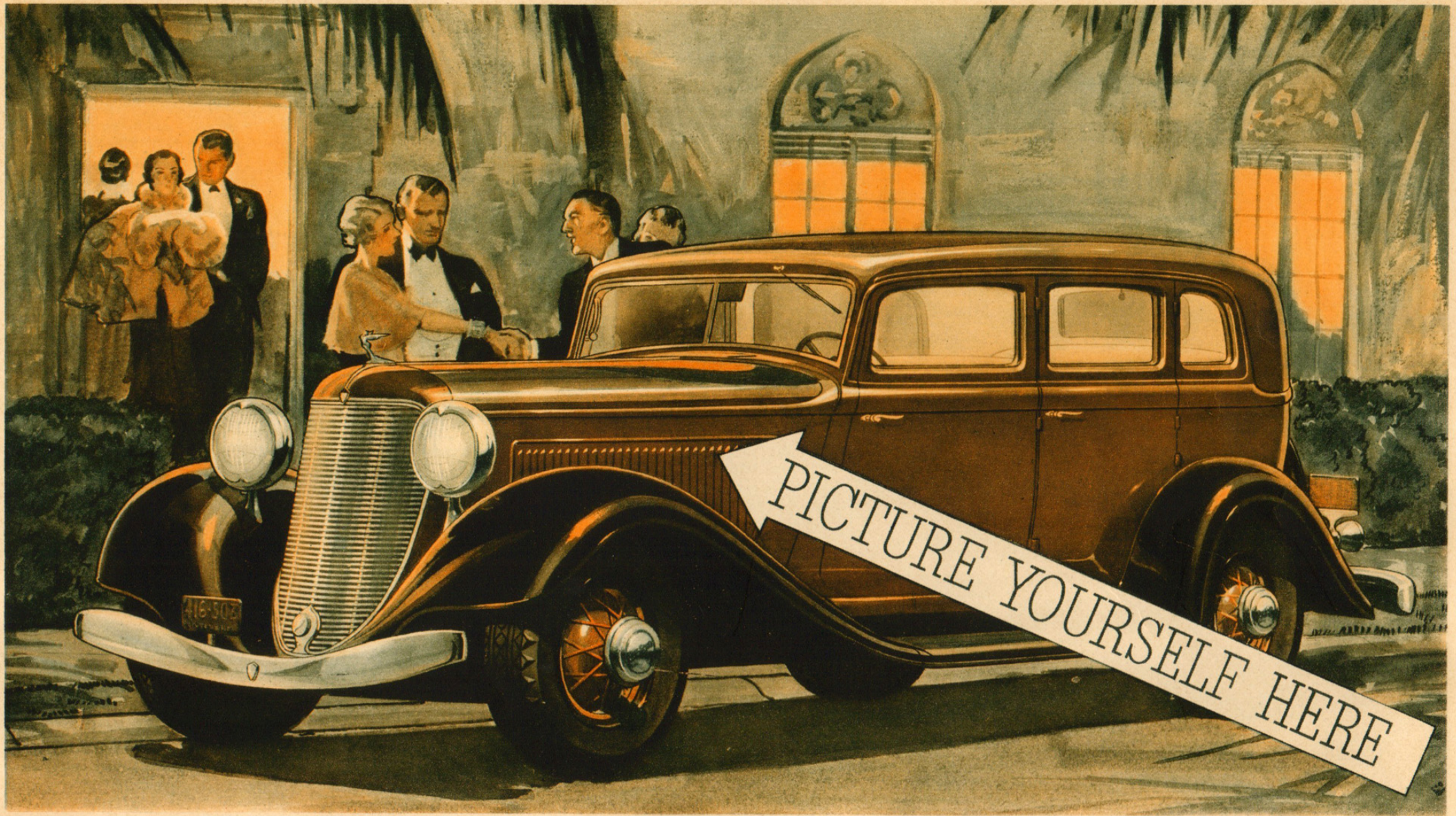


But half the fun in going is going
SMARTLY

IT'S fun to go places just to go . . . but it's a thrill to go *smartly*. A stylish car that's excitingly different and daring . . . that's what today's American motorists want . . . and they're not satisfied with anything less.

When we designed DeSoto we kept in mind the thrifty motorists who like to ride in style. We built DeSoto expressly for them. It's got that thing called smartness. It has swank, glamour . . . a richness, distinction and charm all its own.

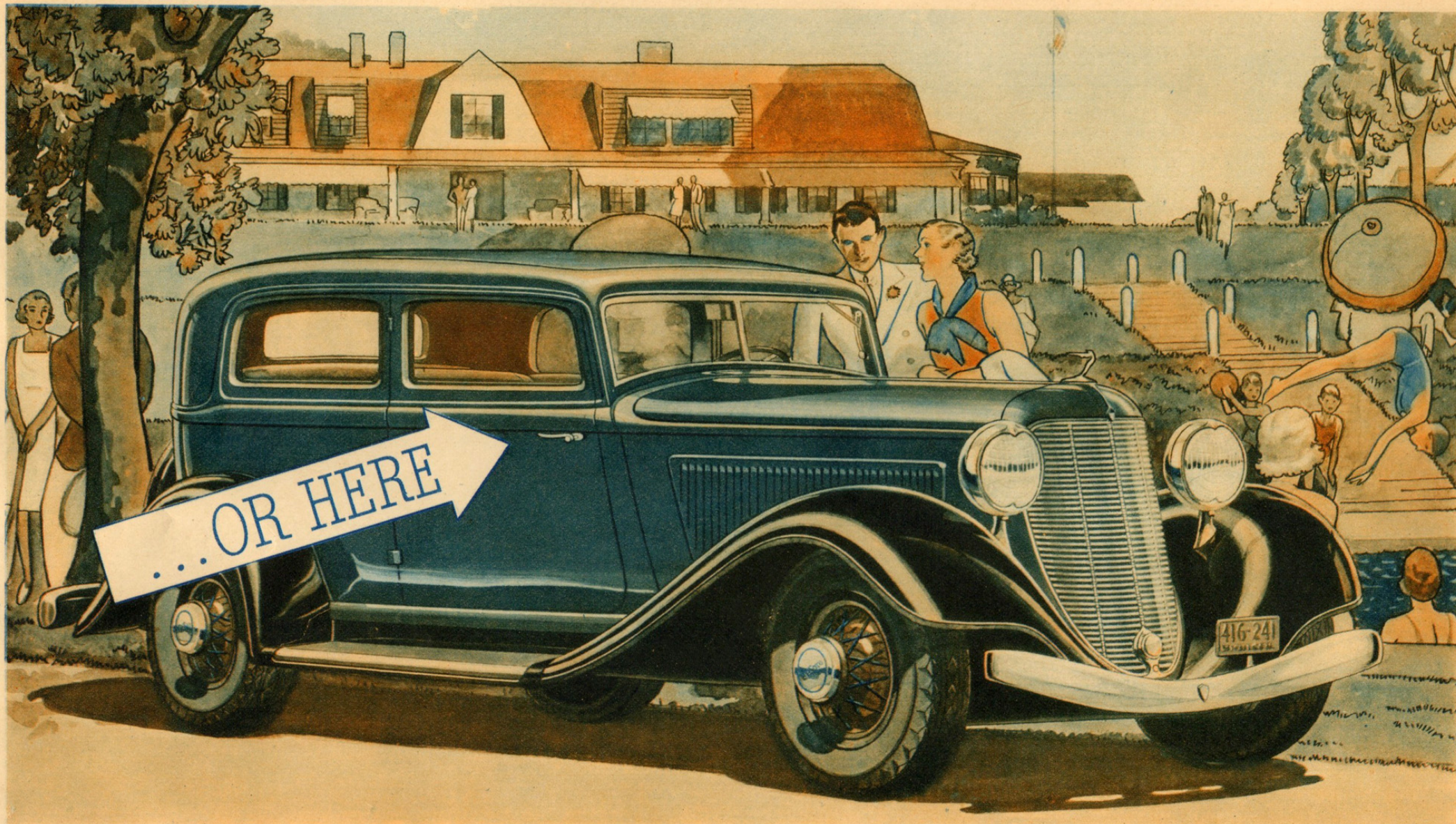
Step into a new DeSoto. Sit behind the wheel of this exciting style-sensation. You'll get a new thrill! Then go to gay places, stylish places . . . knowing that your car is one you can be proud of in any surroundings . . . in any kind of company.



THE NEW DESOTO STANDARD 4-DOOR SEDAN

Anyone could be proud of this car. It's a style leader anywhere—anytime. We learned last year how many, how very many of America's smartest families bought DeSotos. Picture *yourself*

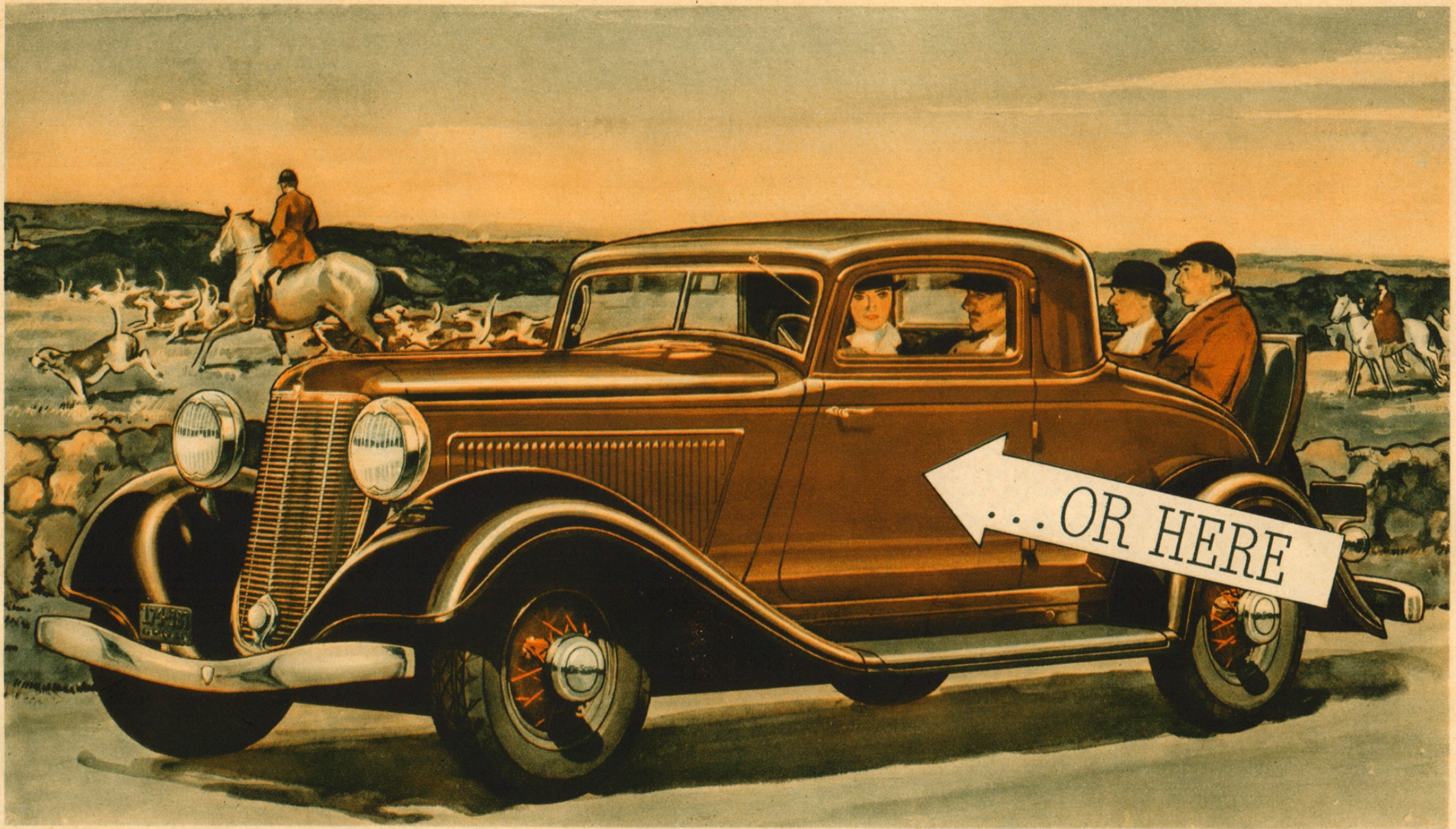
and *your* family in this smart Standard 4-Door Sedan. Picture this car on *your* street in front of *your* house. You'll be proud . . . who wouldn't be? . . . and more, *you'll be thrifty, too*



THE NEW DESOTO STANDARD 2-DOOR BROUGHAM

The Standard Two Door Brougham . . . the ideal family car . . . holds five passengers comfortably. No rear doors for children to open while the car is in motion. And for the salesman or busi-

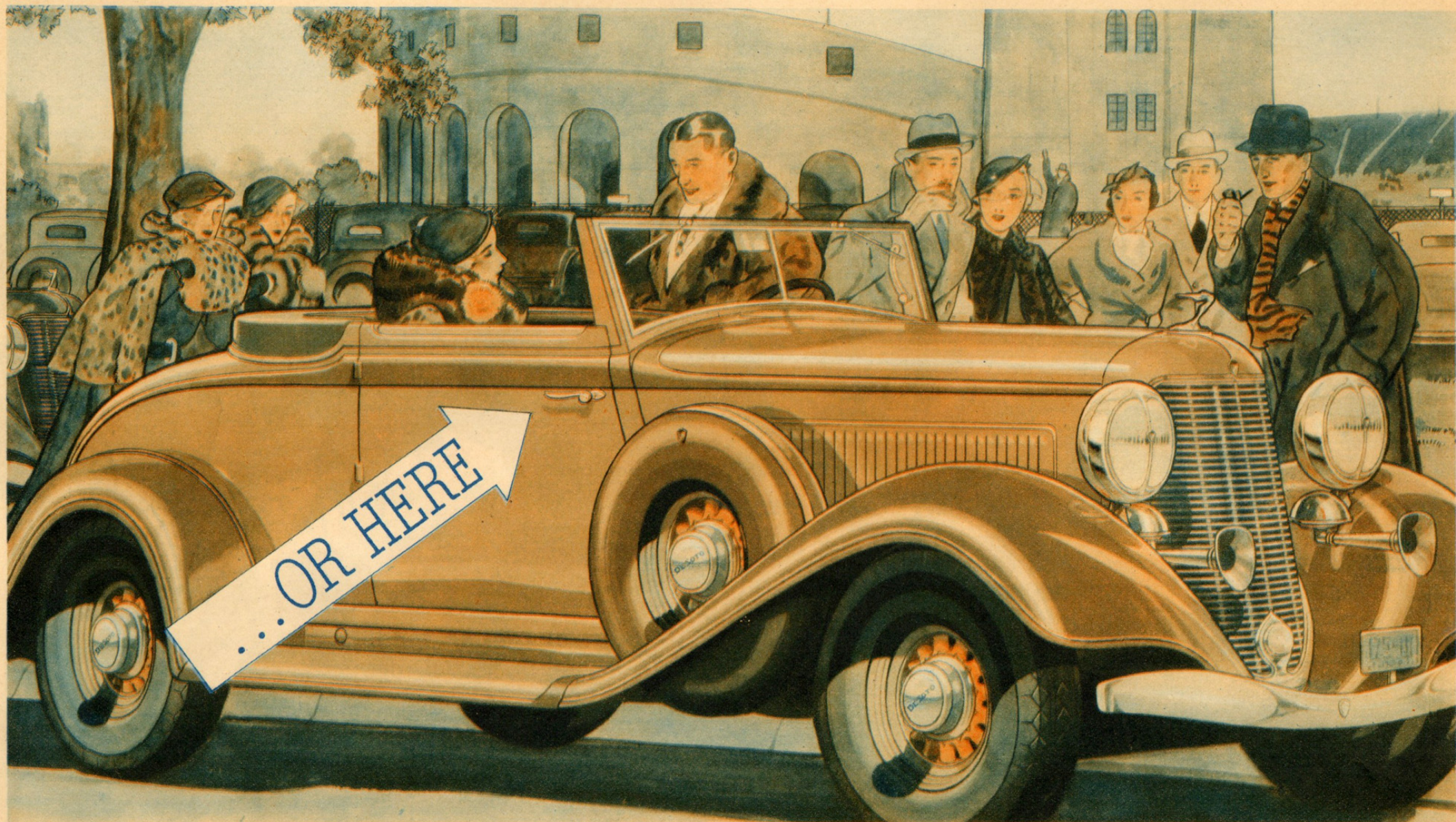
ness man who requires extra space for samples or baggage the roomy interior of the Brougham is a most appreciated feature. An all-purpose car of distinction priced within the reach of all.



THE NEW DESOTO STANDARD COUPE WITH RUMBLE SEAT

The DeSoto Standard Coupe comfortably accommodates four passengers. What a vision of smartness! A symphony of color and symmetry from its rakish, rounded radiator to its stream-

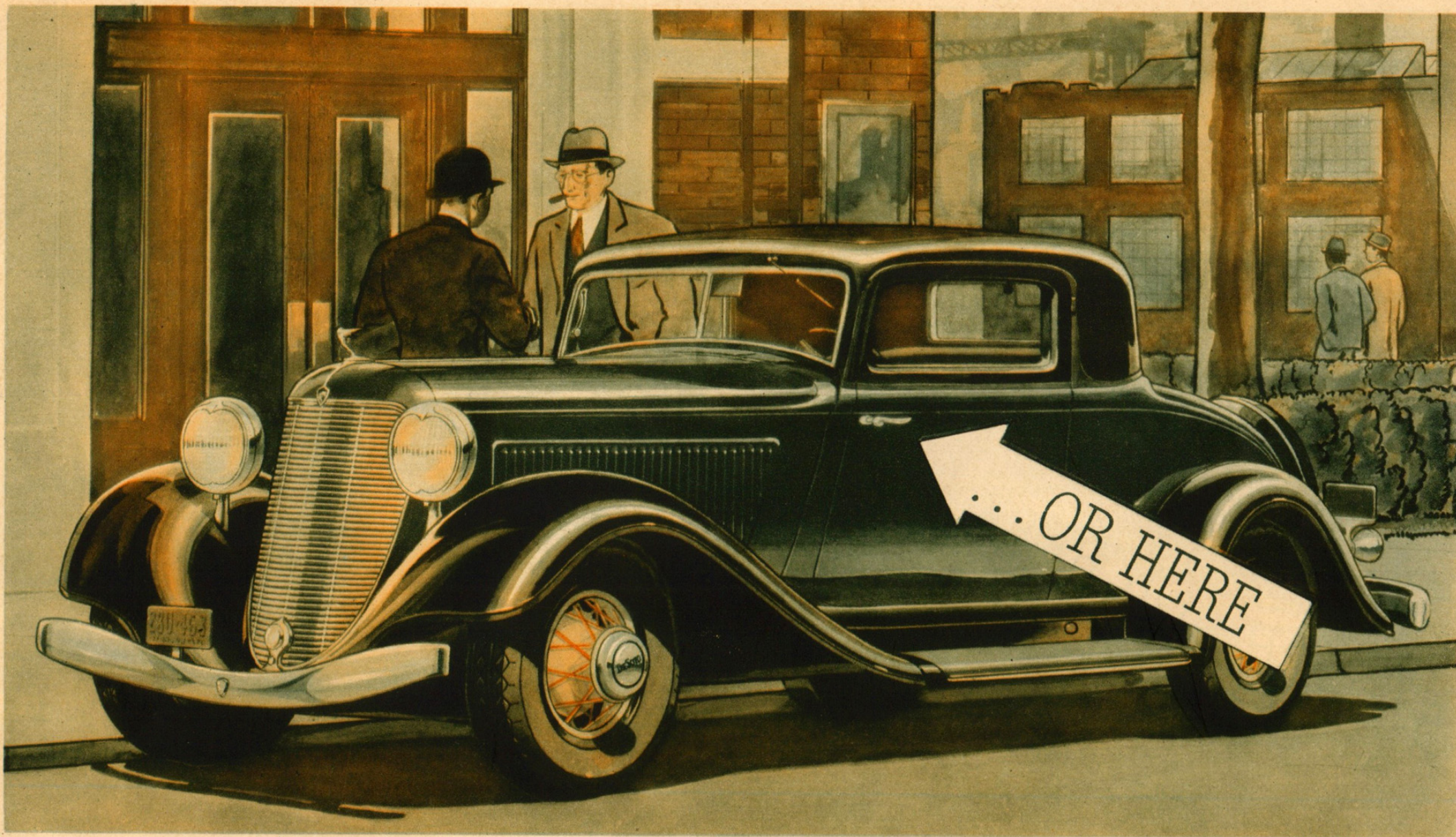
lined rear deck. This model has a big, roomy "cushy" rumble seat. You'll never have to apologize to extra passengers . . . They'll like it! Five wire or wood wheels are standard equipment.



THE NEW DESOTO CUSTOM CONVERTIBLE COUPE WITH RUMBLE SEAT

We made this for young people . . . those who want a sporty car. You'll see the New DeSoto Custom Convertible Coupe at football games . . . the yacht club . . . the country club . . . at all

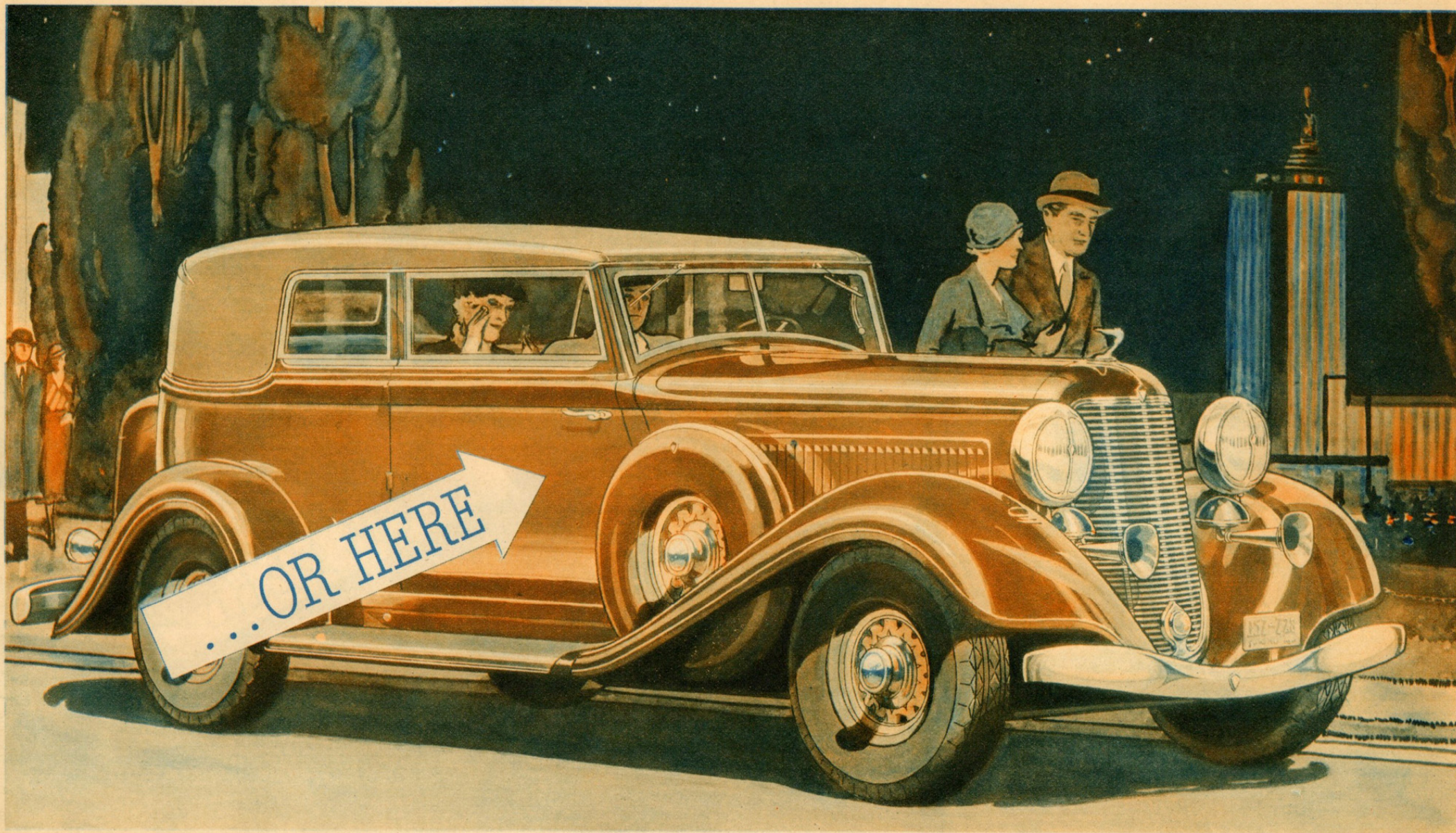
smart places! You can ride with the top up or down in the Convertible. It looks smart . . . either way. There is a roomy Rumble Seat . . . and stylish Airwheels are standard equipment.



THE NEW DESOTO BUSINESS COUPE

Salesmen particularly like this model . . . for they know it pays to be smart. It's very popular with physicians and other professional men. A car for anyone who wants luggage space with-

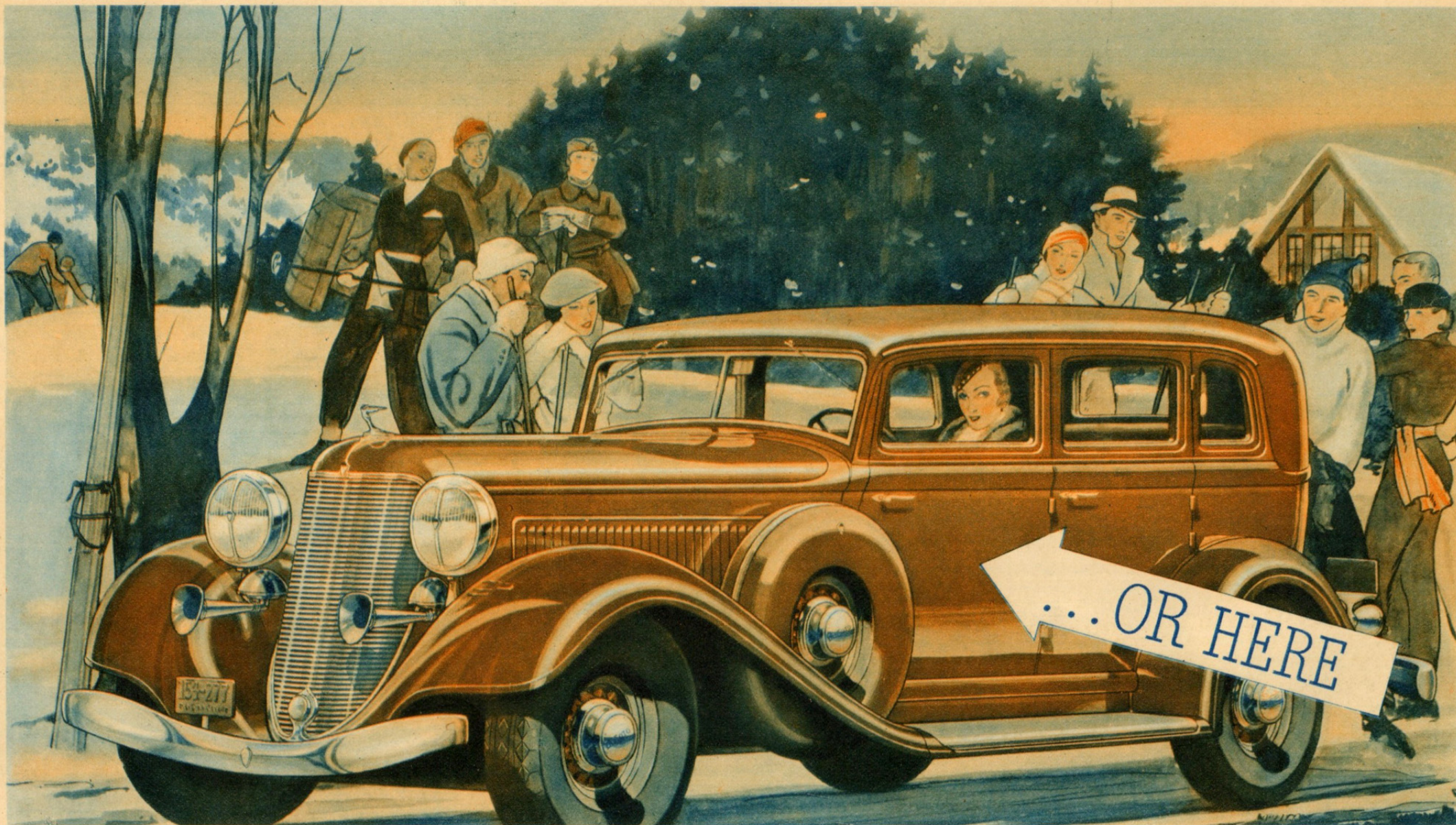
out sacrificing comfort. It's the Business Coupe . . . and it looks business-like and brisk. No rumble seat . . . the entire rear deck is storage space. Easy to handle, easy to park. A *convenient* car.



THE NEW DESOTO CUSTOM CONVERTIBLE SEDAN

Look at this new DeSoto Custom Convertible Sedan. Isn't it a beauty! We made this one for folks full of zest. It looks beautiful with the top up or down! Enjoy riding in the open

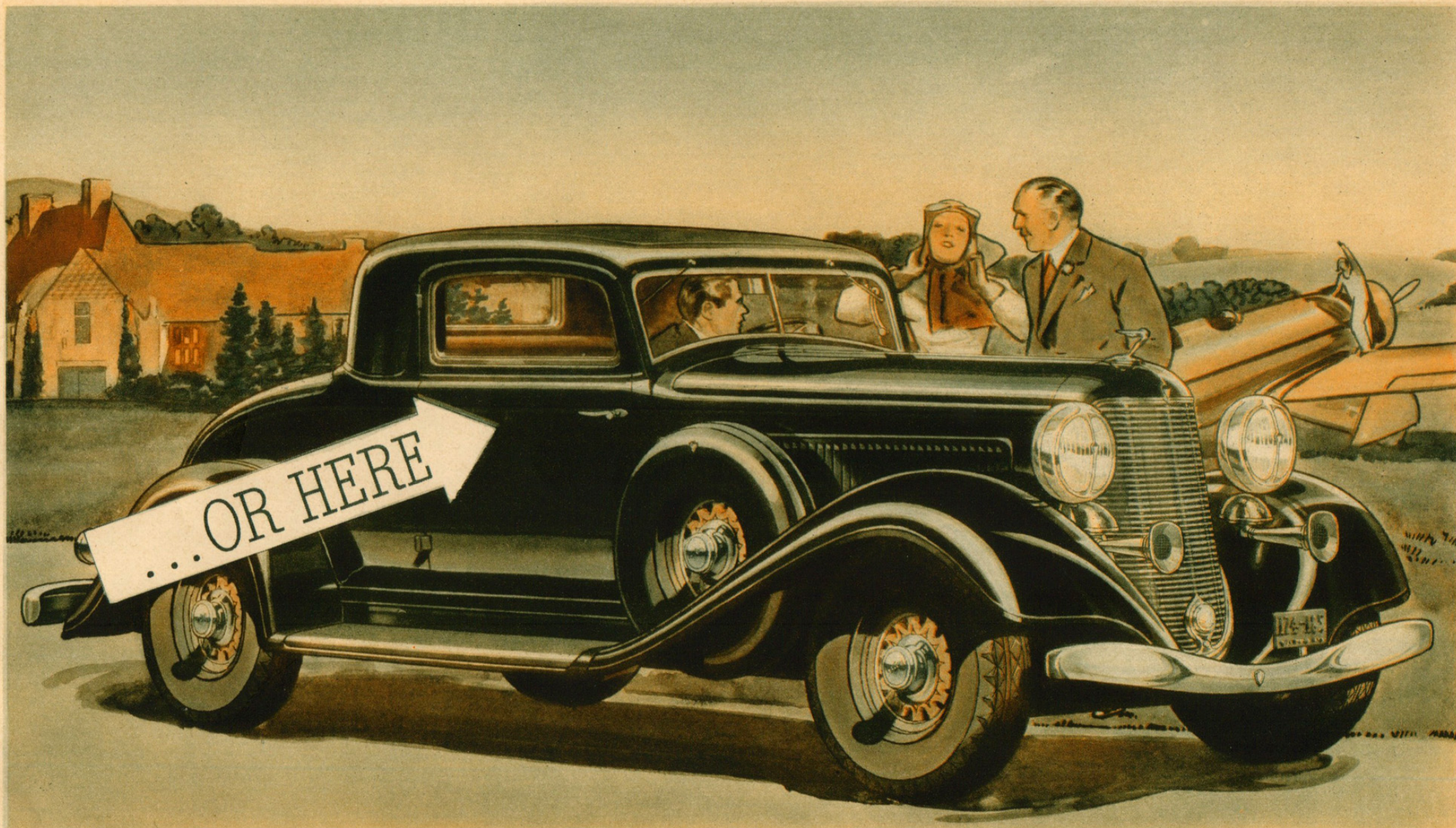
air on summery days. Ride in smart style and comfort the year around. This model comes in several different color combinations. Six Airwheels and a smart trunk are standard equipment.



THE NEW DESOTO CUSTOM 4-DOOR SEDAN

Luxurious styling marks every one of the new DeSotos . . . but we think this is particularly true of the Custom 4-Door Sedan. Long . . . low . . . rakish . . . it is a car to make any family feel

proud. The interior is just as stunning! Four ash receivers, mirrors on center door panels, distinctive upholstery and many other luxurious fittings. Airwheel equipment—no extra charge.



THE NEW DESOTO CUSTOM COUPE WITH RUMBLE SEAT

Talk about "going places" . . . you'll be right in style riding in the Custom Coupe. It's a gay car. It has *chic*! Daring distinctiveness! If you want a car that people will "stare at" . . .

choose this one. A beautifully tailored deluxe interior. A roomy rumble seat . . . rear window may be lowered to facilitate conversation with passengers. Airwheels are standard equipment.

“SMART”

... SAYS WEBSTER,
“MEANS MANY THINGS”

THERE are lots of words in Webster's but SMART has more different meanings than most of them. It's an “abused” word!

We've listed just a few of its meanings below. We hope they're interesting. We'd like to straighten out just what this word, SMART, really means.

SMART, (VERB)

1. *To experience an acute painful stinging sensation, either bodily or mentally.*
2. *To cause to feel a smart.*

That's one meaning . . . but that's not what we mean at all. Here's another meaning.

SMART, (ADJECTIVE)

1. *Quick in thought or action; bright, brisk, clever.*

This is a little closer to DeSoto's meaning. For it's true that the people who buy DeSotos answer to that description. Nobody has to tell them it's a smart car . . . they know it is.

SMART, (ADJECTIVE)

1. *Vigorous, emphatic, severe. As, a smart wind.*

Some people use *smart* in this way . . . but you don't hear it very often. It's far off our meaning, so let's skip it.

SMART, (ADJECTIVE)

1. *Belonging to the stylish classes; fashionable; as, a smart set.*

There, at last, you have it. That's what we mean when we use the word, Smart. And everyone, we feel, knows that's what we mean. One look at the new DeSoto . . . or the people who drive it . . . and you can't think of any other word. Yes, DeSoto has that thing called Smartness!

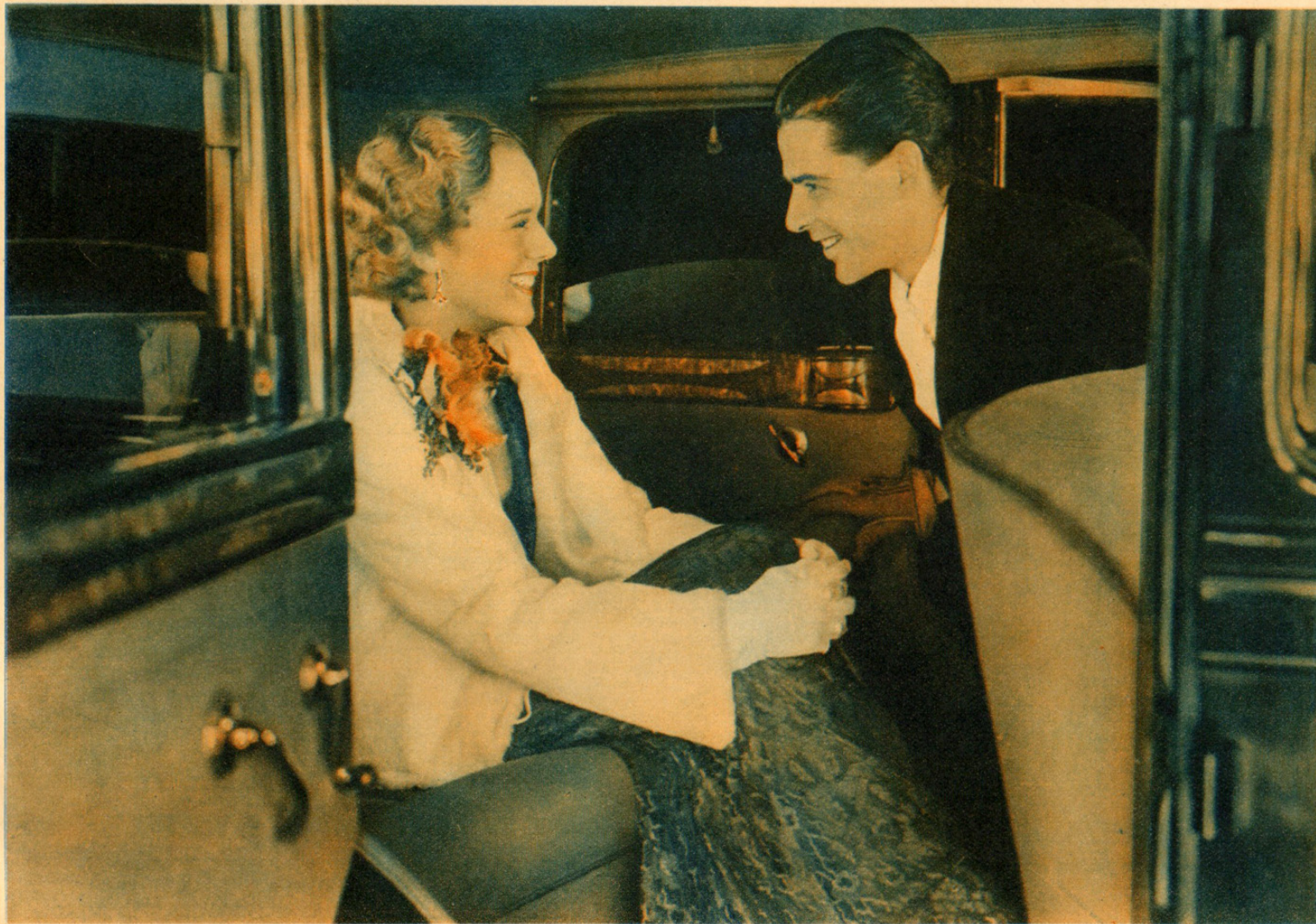
SAVING MONEY is always smart!



OLD cars are always a risk and a liability. When they get old . . . they get expensive. Repair bills mount . . . and you can never be sure when the next "break-down" will occur. That, more than anything, will cause thousands of people to buy new cars this year. *It's real economy!*

It's cars like the new DeSoto that are curing people of spending big money on new cars. Just look at a DeSoto. It gives you everything "expensive" cars used to . . . and more. It makes you smart . . . and keeps you thrifty. Saving money is always in style, and more so today than ever.

IT'S SMART to ride in Comfort, too!

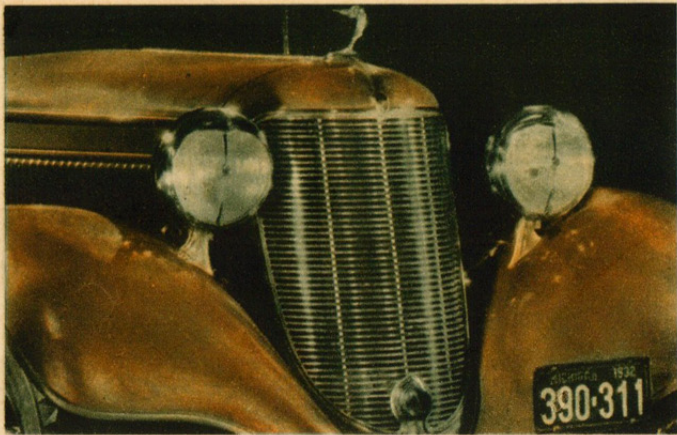


LOOK at this big interior . . . no crowding here, no "rider's cramp." Three husky people can ride comfortably in DeSoto's back seat. And there's room to *stretch*.

Note the arm-rests . . . a deluxe touch that adds to comfort, especially on long rides. The seat cushions are soft, deep, springy! You just sink down in them . . . and relax.

There are lots of other conveniences . . . attractive robe-rail, silk assist cords, ash receivers, glove and parcel compartment in dash panel. That's all we'll say. It's one thing to "talk" comfort . . . and quite another to experience it. You'll have to see and ride in this new DeSoto to appreciate it.

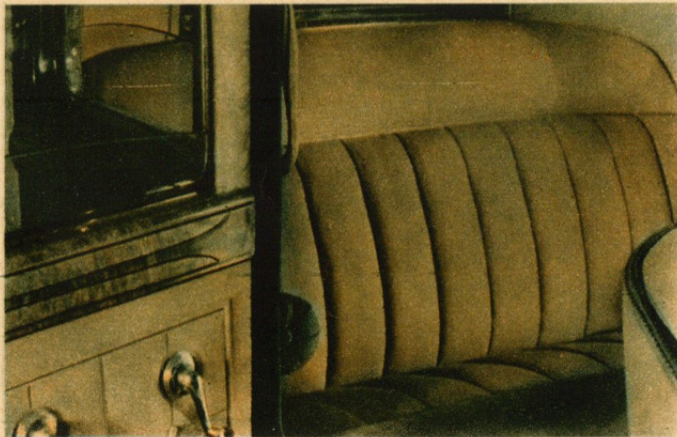
STYLE is always a matter of details



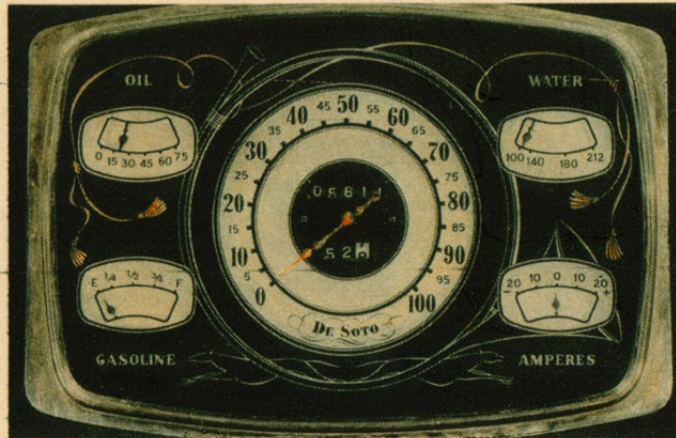
A Rakish, Rounded Radiator—Sweeping Air-Flow Fenders



The Whole Interior is Richly Finished!



DeSoto's Interior is Roomy and Comfortable



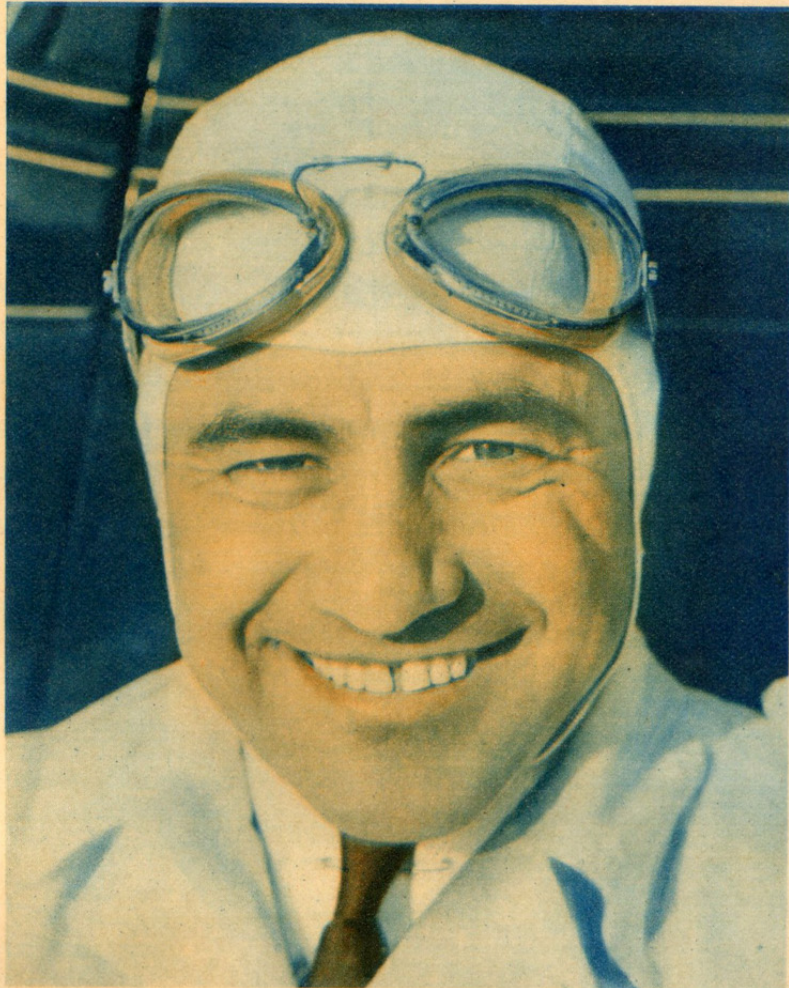
Beautiful New Instrument Panel

IN *styling* an automobile, it's the little things that count. Each detail must be in keeping with the whole. If one thing lacks sparkle, the whole car loses something in smartness and flair.

DeSoto stylists carefully considered every inch of each new DeSoto model. The fenders, the radiator, the hub-caps, even so small a detail as the spokes in the wire-wheels were checked and re-checked for line, proportion, balance!

Look at the DeSoto from any angle. Note the full airflow sweep of its lines, the richness and sparkle of its beauty. DeSoto has *chic*, smartness, flair! It has **STYLE** from front bumper to back . . . nothing overlooked, nothing slighted, nothing missing.

Let a SPEED KING tell you the mechanical features



Peter De Paolo, former holder of World's 500-Mile Speed Record.

"I MAKE a living driving cars. It's my job to take 'em out on the road and see what they'll do. They call us 'testers.' We punish cars, we race cars, and we *wreck 'em*. When we get through, and the engineers check results and act accordingly, you've got a car that can stand a lot.

"I know from experience what this new DeSoto will do. I know what's inside it. That's what I want to talk about . . . mechanical features!

"You want speed . . . DeSoto's sure got it. I've hit this car up to 85 an hour on a race track. This car goes faster than 999 out of 1000 drivers will ever want to drive.

"You want power . . . DeSoto's got '79 horse' . . . believe me, it's a puller. I've shot it up some of the toughest hills in the country in high gear . . . and it simply ate 'em up.

"And no matter where you go, it's a thrill to drive it. It's got snap and pep on the getaway . . . you can sprint through traffic or hold it wide open on a country road with so little effort the car seems to be driving itself.

"Why are these things true? Because of DeSoto's mechanical features. Let me briefly describe the 'things' that give DeSoto its safety, its performance and effortless driving. Please follow me, point by point.

First let's talk about "FLOATING POWER"

THERE'S no doubt in my mind that Floating Power engine mountings are the greatest contribution to the automobile in a decade. But their effect is so revolutionary that few people understand what they *really* do for the car.

Maybe this will explain it.

If you get on a horse, and the horse bounces . . . what happens? Well, you bounce, too. Or perhaps you call it posting.

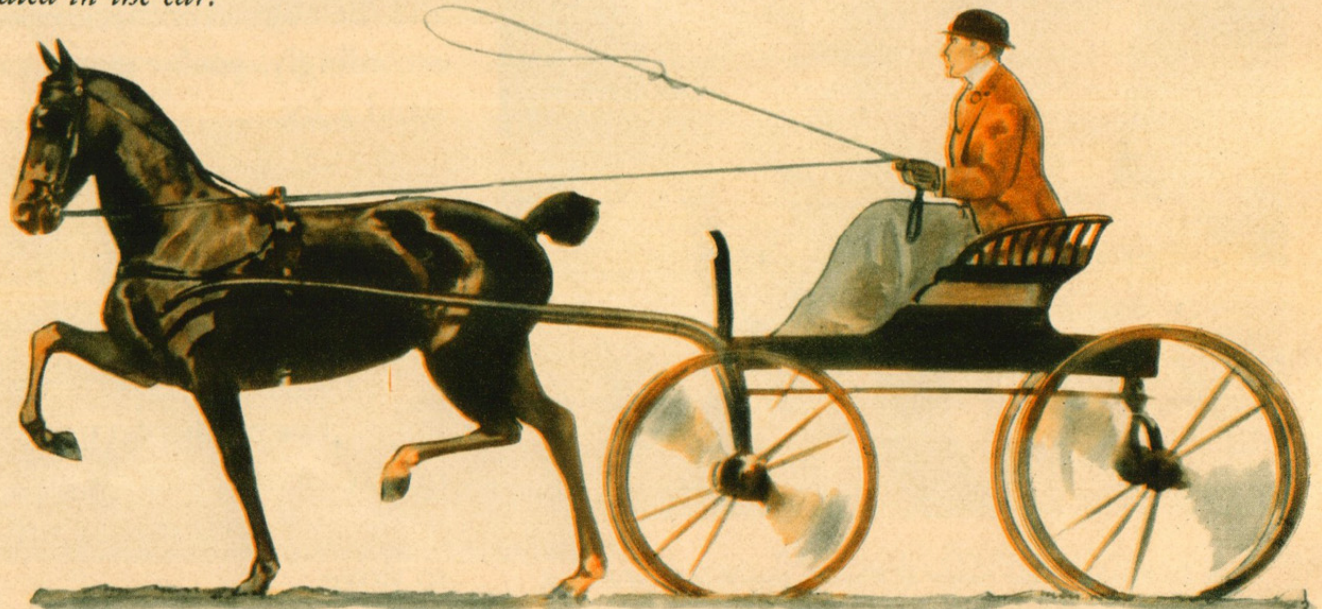
But now! Take that same horse, hitch him to a buggy, sit in the buggy seat and say giddap! What happens now?

Does the horse bounce? Yes. Do you bounce? No. That's the effect of Floating Power mountings. It's the same result. The engine is moving in the frame just as the horse moves between the shafts of the buggy. *None of the engine's vibration gets back to you in the driver's seat or to anyone else seated in the car.*

In an automobile without Floating Power, the engine is mounted directly on the frame. When the engine vibrates, so does the car body. That's what has made long rides tiresome.

But with Floating Power . . . the engine *is supported at only two points . . . on special rubber mountings.*

It rocks back and forth on its own axis, *and no vibration gets back to you.*



"SAFETY STEEL BODIES! The 'Wooden pullman car' went out of date long ago. And you don't find many people going to sea in 'wooden ships' any more either. Steel is SAFER. And that's what you get in DeSoto . . . Safety-Steel Bodies. Believe me, this feature is an important one. DeSoto's steel body means a lot to you . . . to your family . . . or to anyone that rides in your car. And in addition to its greater safety, DeSoto's body is more durable. There's no wood to warp. No joints to rattle or squeak!

"FREE WHEELING! What is Free Wheeling! Hundreds have asked me . . . I'll tell you. It's the simplest thing in the world. When you're driving and you take your foot off the gas pedal, the Free Wheeling unit automatically 'coasts' your car . . . it's like driving *out of gear*. And when you give 'er the gas again, your power is on and your car is back in gear. It's all automatic . . . you don't touch a thing. Of course, if you'd rather drive without Free Wheeling, just pull out the Free Wheeling button on the dash and you're driving a conventional gear shift car.

"AUTOMATIC CLUTCH! You can get Automatic Clutch with Silent Gear Selector in DeSoto at slight extra cost. And, by all means, get it! With Automatic Clutch, your left foot is free . . . no buttons to press, no pedals to touch. Just tip the gear-lever, it selects first, second, high or reverse . . . *silently!* You never touch the clutch pedal at all. You can lock out DeSoto's Automatic Clutch if you like . . . drive the car by conventional gear shifting whenever you want.

DeSoto's new Automatic Clutch has been greatly improved. There's absolutely no 'jerking' or 'lagging' as the clutch engages. I think it's the *smoothest* clutch I've ever used, and I've driven just about every kind of a car ever made.

"X-GIRDER DOUBLE-DROP FRAME! This is the latest *Box type* of X-Girder Frame construction. It's even stronger and more rigid than the frame DeSoto used last year. This is a safety-feature that no modern car should be without. It permits the car to 'hug' the ground, to take sharp curves without slipping or sidesway. And DeSoto's new frame is collision-insurance!

"FLEX-BEAM SAFETY LIGHTING! This new feature, I know, will make a hit with you. The DeSoto driver can now deflect the left headlight beam downward . . . the right headlight beam stays steady, illuminating the 'rut-side' of the road. And, of course, DeSoto has the conventional full-sweep headlight position, depressed beams for city driving, and economical 'dimmers' for parking. All positions controlled by one button on the steering column.

"HYDRAULIC BRAKES! I wouldn't have a car without 4-wheel Hydraulics. De Soto's are the most efficient in the industry. They're bigger . . . that means more 'braking surface.' And the brake drums are better . . . they're centrifused. That means they're made of cast-iron and steel fused together. They're the quietest, surest,

safest brakes I've ever tested. They're self-adjusting . . . always equalized.

"COINCIDENTAL STARTER! DeSoto has added a new type of Coincidental Starter that is absolutely Fool-proof. All you do is turn on the ignition . . . step on the gas . . . and the engine starts. No starter button. No danger of draining the battery due to unnecessary starter action.

"DOWNDRAFT CARBURETOR! Virtually all expensive cars have downdraft carburetion. It means lower gas consumption . . . more power . . . increased efficiency of the engine. Chrysler Engineers pioneered Down-draft carburetion . . . DeSoto has perfected it.

"STEERING SHOCK ELIMINATOR! Even with shock absorbers, the 'feel' of rough roads still finds its way to the steering wheel of most cars. But not a DeSoto. There's a special shock eliminator mounted on the left front spring. It makes steering easier, smoother, more positive.

"ALL SILENT TRANSMISSION! Maybe you are accustomed to a 'silent second' . . . another big thrill awaits you in this new DeSoto. For all gears are helical and *silent*. Low, second, high, reverse . . . all of them! You can go 30 an hour in first . . . your neighbor will think you're in high. Slip silently into second . . . race

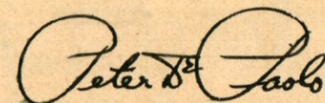
the car 50 or 55 an hour! You can change gears silently . . . at high speeds. There's no clashing . . . they 'just drop in' . . . that's what '*all-silent*' transmission means in the new DeSoto.

"AUTOMATIC CHOKE! Don't reach for the choke button on a DeSoto . . . there isn't any. Instead, the 'choke' is thermostatically controlled . . . gets and keeps the mixture just right. There's also an Automatic Heat Control. Warms up the engine in less time and with no attention from the driver.

"NEW VALVE INSERT! DeSoto spent \$35,000 in research to perfect a new Exhaust Valve Seat Insert. It's made of a new steel alloy . . . and it practically eliminates the need for valve-grinding. That's mighty good news for motorists.

"There's lots more to tell you . . . but I lack space. You'll have to see this car to get the whole thrilling story. It has a longer wheelbase . . . bigger steering wheel . . . bigger battery . . . a bigger, 15½ gallon gas tank. It has Oilite Springs . . . Spring Boots . . . Silent 'U' Shackles . . . Anti-Friction Roller Bearings . . . Heavy Duty Ignition.

"There's still more . . . lots more! I promise you a thrill when you see it."


Peter D. Loeb

FACTS AND FIGURES

Distinctive New Beauty
Patented Floating Power Engine Mountings
Oilite Squeak-Proof Springs
Spring Boots
Larger, Improved Automatic Clutch (optional at slight extra cost)
Free Wheeling
All-Silent Transmission
Hydraulic Brakes with Centrifuse Drums
Longer Wheelbase
Roomier Insulated Safety-Steel Bodies
Coincidental Starter
Automatic Choke
Automatic Manifold Heat Control
Steering Shock Eliminator
Double-Drop X-Girder-Braced Frame
Hydraulic Shock Absorbers
Duplate Safety Plate Glass Windshield (Duplate Windows optional at slight extra cost)

New 79 horsepower Engine with Silver Dome Cylinder Head, 217.77 cu. in. Displacement
High Compression Red Head giving 86 H. P. (optional at slight extra cost)
Full-Pressure Engine Lubrication
Iso-therm Pistons
Air Cleaner and Carburetor Intake Silencer
Down-Draft Carburetor
Thermostatically Controlled Cooling System
Silent "U" Shackles
Rubber Insulated Forward Spring Shackles
Heat Resisting Exhaust Valve Inserts
Positive Fuel Pump
Crankcase Ventilator
Oil Filter
Counterweighted Crankshaft
Heavy Duty Ignition
Larger Battery
Torsional Impulse Neutralizer

Independent Hand Brake on Drive Shaft
Needle Bearing Steering Gear
Tapered Roller Bearings in Wheels, Pinion and Differential
Needle Roller Bearings in Universal Joints
Bonderized Rustproof Enamel Parts
Closed Cars Wired for Radio
New, Low, Fleet Body Lines
Visorless Sloping Windshield
Rounded, Rakish Radiator
Flex-Beam Safety Headlamps
Dual Trumpet Horns (Custom Models)
Dual Windshield Wipers (Custom Models)
Dual Stoplights (Custom Models)
New, Distinctive Hardware
"Bandit Proof" Door Controls
"Pick-Proof" Door Locks
Dual Adjustable Interior Sun Visors

Trigger Type Driver's Seat Adjustment (all models)
Distinctive New Instrument Panel
Luxurious Upholstery and Fittings
Improved Single Ventilators
Four Ash Receivers (Sedans)
Cigar Lighter (Custom Models)
Smaller Wheels, Larger Tires (5.50 x 17")
15½ Gallon Gas Tank
Choice of Five Demountable Wire or Wood Wheels
Air Wheel Tires (7.00 x 15") (Standard on Custom Models)
New Bumpers of Distinctive Design
Nonglare Rear-View Mirror
Arm Rests (Sedan and Brougham)
Remote Control Type Rear Window Curtain (Custom Sedan)
Vanity Mirrors on Body Pillars (Custom Sedan)
Glove and Parcel Compartment in Dash
Dash Engine Temperature Indicator

A M E R I C A ' S S M A R T E S T L O W - P R I C E D C A R

LET'S GO PLACES *SMARTLY*

